As a consumer, I am appalled that the FCC would even suggest this type of legislation, which would only serve to enrich the Hollywood industry in this country at the expense of consumers. It's funny that Hollywood battled so much against the installation of a v-chip against their wishes or any sort of standards that were against their wishes, but now they wish to install a chip that serves their wishes. Actually, it's not funny, it's pathetic, and I hope that the FCC would not be a party to this.